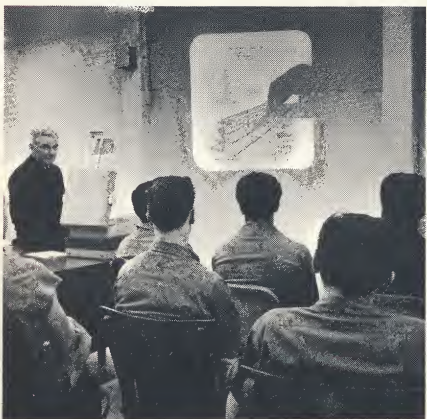
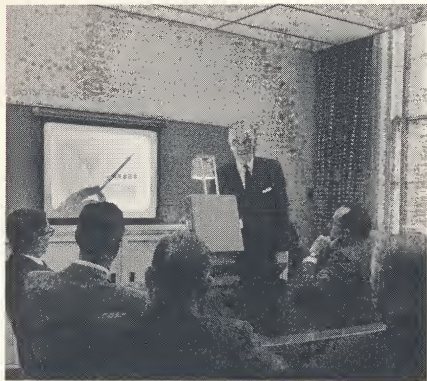


when all eyes are on you... use them



Use the eyes of your audience, as well as their ears, for more effective communications



The eyes of your audience can take in 750% more than the ears alone, and people who learn through seeing remember 250% longer.*

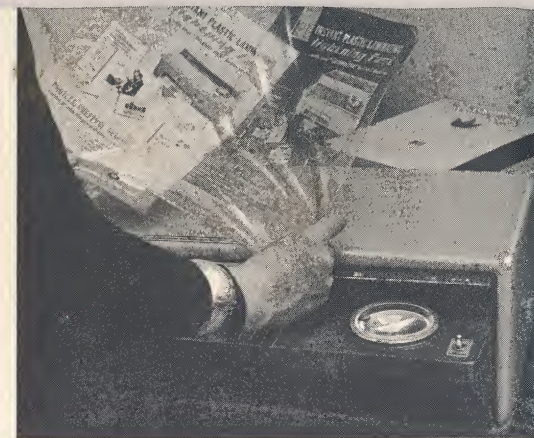
Your message will have seven times greater impact, and your audience will remember it longer, when you use a 'Thermo-Fax' Overhead Projector for presenting facts, figures and new ideas.

In meetings the 'Thermo-Fax' Overhead Projector enables you to show charts, diagrams, reports and drawings to the entire group at once and to focus their attention where you want it. Long, complicated verbal explanations are avoided by using a simple and dramatic visual presentation which can be easily understood by everyone.

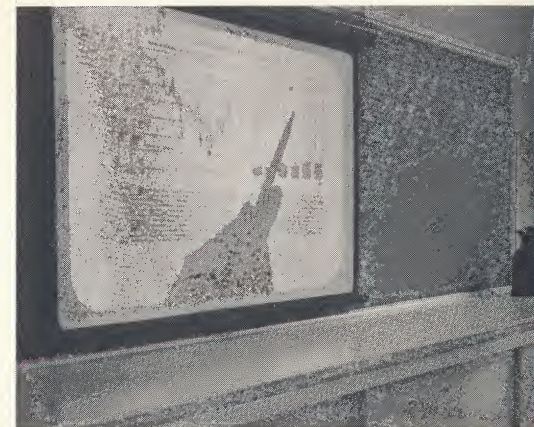
In sales presentations the 'Thermo-Fax' projector will add graphic support to your ideas and plans. You'll be able to make more effective presentations in less time, and because the 'Thermo-Fax' Overhead Projector is so readily portable, it can go anywhere that you can go.

In training courses lengthy, involved talks can be replaced by simple pictorial presentations which are easier for trainees to grasp. Groups of employees, agents or customers can learn more and learn it more thoroughly when you use a 'Thermo-Fax' Overhead Projector. Professional educators are confirmed users of Visual Communications and many of their proven methods are ideal for business and industrial training.

*Socony Vacuum Oil Company Studies



The 'Thermo-Fax' Overhead Projector uses inexpensive transparencies, made right in your own office in a few seconds, which can be filed and re-used indefinitely. They can be made in black and white or colour, from almost any original material that has been printed, written or drawn



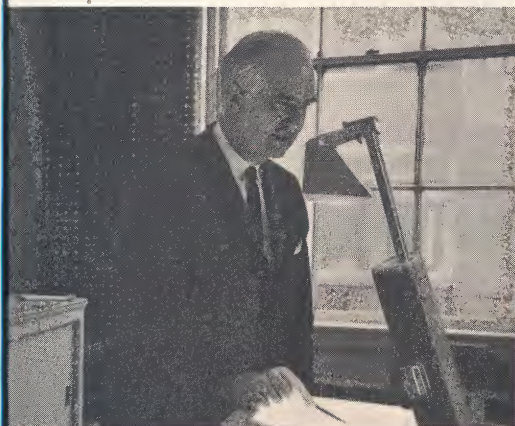
A uniformly bright image is projected in a full presentation caused by switching lights on and



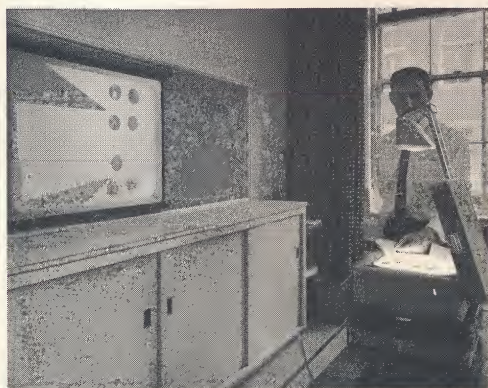
Costly, cumbersome display cards and easels are replaced by the 'Thermo-Fax' Overhead Projector. You can make the original material yourself or use excerpts from books, magazines or newspapers, etc., for preparing transparencies.



The 'Thermo-Fax' Overhead Projector is used in front of your audience, where you can command attention at all times, and because you control the projector yourself, you are assured of perfect timing.



...y-lighted room. There is no disruption of the
... off or drawing blinds.



Simple techniques help you to direct attention where you want it. And there are endless effects you will be able to create with your low cost 'Thermo-Fax' Visual Communication System.



The 'Thermo-Fax' Overhead Projector can go anywhere with you. It's no bigger than a portable typewriter and weighs less than 20 pounds. You can easily tuck it under an aeroplane seat.

A 'THERMO-FAX' OVERHEAD PROJECTOR CAN WORK FOR EVERY COMPANY DIVISION

Management:

Directors' Meetings, Planning Sessions, Shareholders' Meetings, Policy Presentations.

Sales & marketing:

Training Sessions for representatives and agents, Client Presentations, Sales Meetings, Consumer Demonstrations, Ad. Agency Presentations, Merchandising Meetings, Brainstorming Sessions, Campaign Planning.

Office and administration:

Indoctrination Courses, Employee Training, Reports to Management Groups, Employee Programs, Data Processing Planning Meetings.

Production:

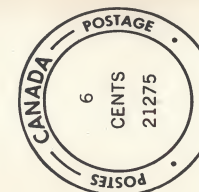
Apprentice Training, Refresher Courses, Planning Meetings, Reports to Management, Maintenance Instruction, Operation Instruction for New Machines or Processes.

Shipping and warehousing:

Transport Scheduling, Stock Control Meetings, Training Meetings, Loading Control, Order Check-Off.

Safety Officer:

Training Meetings for all Employee Groups, Program Presentations to Management, First-Aid Training, Supervisors Training.



BUSINESS REPLY CARD
No postage stamp necessary
if mailed in Canada.

6¢ postage will be paid by

Minnesota Mining and Manufacturing
of Canada Limited

Business Communications Division

Box 2757, Terminal 'A', London, Canada



THE 'THERMO-FAX' OVERHEAD PROJECTOR CAN GIVE NEW SCOPE TO ALL GROUP COMMUNICATIONS

When a 'Thermo-Fax' Overhead Projector goes to work for your company, meetings will be more productive and more enjoyable for everyone.

Take the first step toward a new level of business efficiency by returning the attached reply card. Our representative will call to arrange a demonstration of the 'Thermo-Fax' Visual Communications System and show you, at first hand, some of the many ways it can work for you.



The 3M Company booklet 'More Effective Meetings' is available to you upon request.

Simply return the attached reply card and you will receive your free copy of this valuable guide to better meetings.

Learn how to: Plan a meeting • Make sure of a 'Live' audience • Choose the meeting place • Use visual aids effectively.



☐ I would like to receive a FREE copy of 'More Effective Meetings'

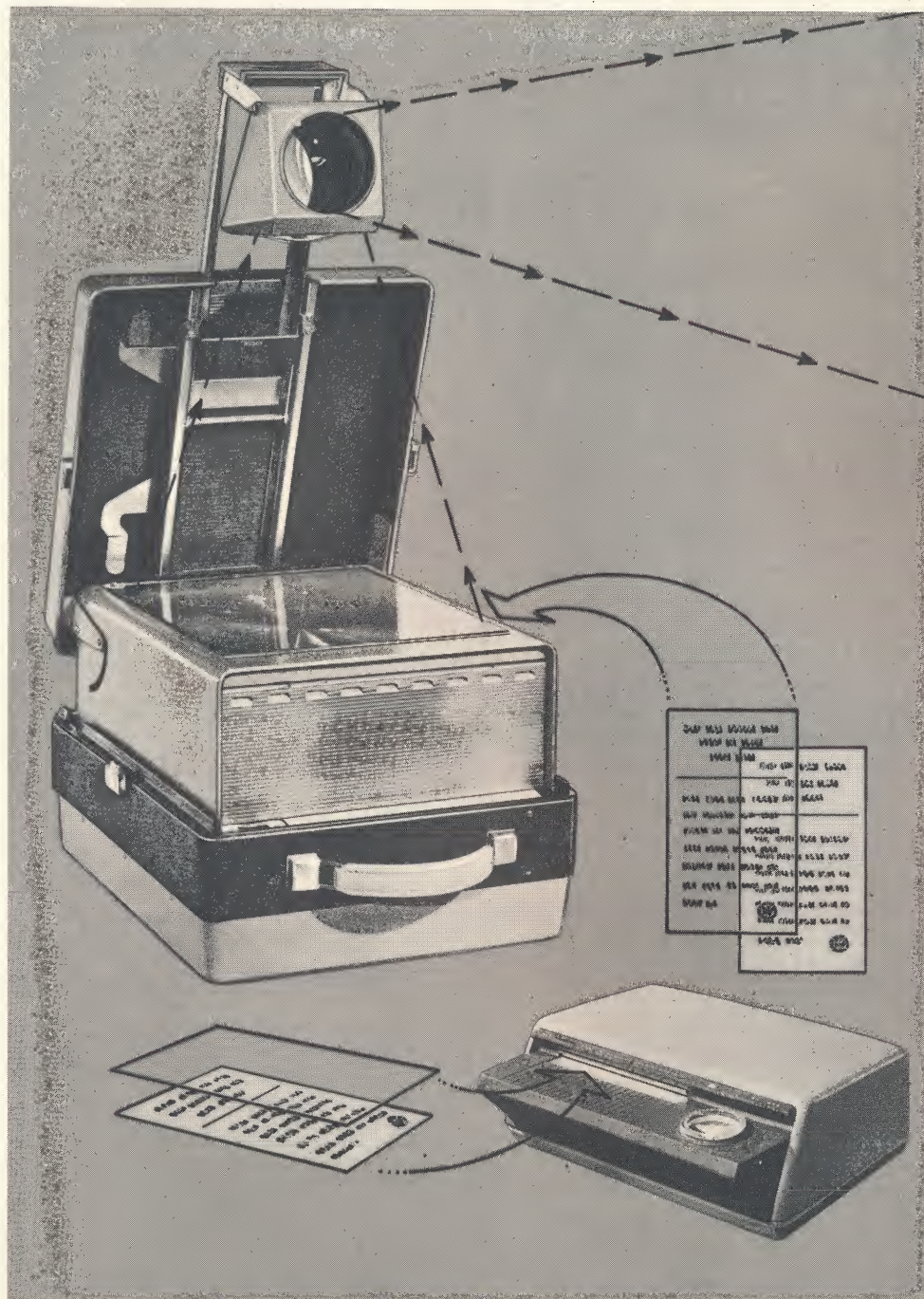
☐ Please have your representative call to arrange a demonstration of the 'Thermo-Fax' Overhead Projector.

signed

position

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(Detach card and fold with this side in. Tape to close for mailing.)



Portable model 60

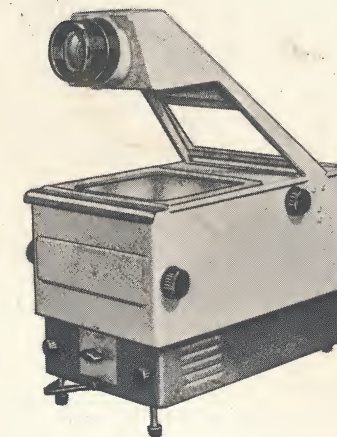
By returning this reply card you can take the first step toward a new level of efficiency in group communications.

TWO FAST EASY STEPS TO PROJECTION WITH THE 'THERMO-FAX' VISUAL COMMUNICATIONS SYSTEM

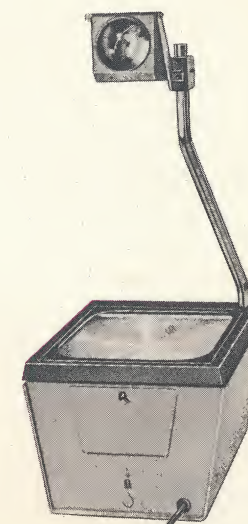
1. Select the original material from which the transparency is to be made and place it in the 'Thermo-Fax' Secretary copying machine together with a sheet of transparency film.
2. In four seconds your transparency is ready to project. Place it on the projector stage, switch on the lamp, and the image is on the screen.

Time consumed: less than ten seconds

Results: A dramatic, and effective presentation.



Auditorium model 42



Classroom model 66

In addition to the portable model 60, the 'Thermo-Fax' overhead projector is made in a classroom model and an auditorium model.

For further information please write to:
Minnesota Mining and Manufacturing of Canada Limited
Business Communication Division
Box 2757, Terminal "A," London, Canada

Lithographed in Canada with 3M's 'S' offset plates

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